

Screenener

Focus Group Screener	
Introductions	Introduce yourself: "Hello, my name is ____."
Explain who you're working for	"I'm conducting this research on behalf of ____."
Purpose of the day (Don't be too specific, you don't want to create biases)	"I'm looking for people to participate in a focus group. We're looking for participants who can give us their opinion regarding ____."
Event specifics	"Location: ____." "Special considerations: ____" "Date and time: ____."
How the participants involvement will benefit	"Your participation will help improve ____."
Give the participant a chance to let you know if they're interested	"Would you consider doing this?"
Setup of the Demographic questions	"Do you have a moment for a few questions"
Demographic questions	
Too knowledgeable questions	
Behavioral questions	
Contact information questions	"May I have your contact information?" Name: Address: City, State, Zip: Phone number: Cell phone number: Email address:

Special Needs Question	“Do you have any considerations I should be aware of?”
Asking for Permission to Record	“On the day of the session, we will ask you to sign a release form that would allow us to record the session. It would only be used for internal purposes. Are you comfortable with that? Will you consent to be videotaped?”
Compensation	“In gratitude of your time we would like to pay you___.”
Appreciation	“Thank you for your time, we really appreciate it.”
Set Expectations and Summarization of the Facts	<p>“Those are all the questions I have for you. You fit the profile I’m looking for, if you are still interested in participating?</p> <p>Just to summarize, this focus group will take place at [Location]. On [Date and Time]. Tts ok to record you. Compensation is [Amount].</p> <p>You’ll receive a confirmation will all the pertinent information and a reminder.”</p>